

SIEB'S

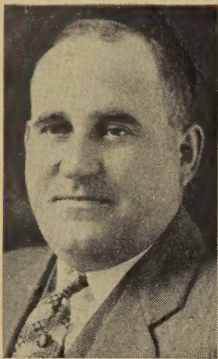
OVERSIZE CHICKS



ONE
QUALITY
ONLY...
THE
Best

SIEB'S HATCHERY

Lincoln, Illinois



ALBERT SIEB
Founder of Sieb's
Hatchery

To Our 125,000 Customers and Friends



F. E. DUMSER
Sales Mgr.

I wish I could meet every one of our 125,000 loyal customers and personally thank them for their orders. I would like to tell them how much their orders have been appreciated, and that we attribute a large part of our success to their fine spirit of cooperation.

When I entered the poultry business, over twenty-five years ago, my aim and greatest ambition was to develop the finest poultry money and scientific breeding could produce; poultry that could not only win prizes as show birds, but could be depended on by the farmer and commercial poultry raiser for a substantial yearly profit. To accomplish this end I started in the business with the finest pure bred foundation stock money could buy. Flocks were built from this foundation stock by a careful system of scientific culling year after year, keeping only the largest and finest male and female birds in each flock.

During the process of building the flocks for large, healthy, fast growing birds, heavy egg production was my chief aim. To accomplish this the males and females were carefully and scientifically selected and mated for their ability to produce the largest and greatest number of eggs.

I am happy to announce that this program of refining and building up the flock year after year for large birds and high egg yield, has produced phenomenal results in profits for our customers. While other hatcheries have come and gone, our business has continued to grow and prosper and our satisfied customers have increased by the thousands each year. Our continued success is due entirely to the continued success of our customers. This is the reason we have used the profits to develop better chicks and install the finest and most economical equipment to insure still greater success for our customers. This policy has paid us well, and has been highly profitable to our customers, because we have been able to produce the finest and most profitable chicks for our customers at a saving to them of from 2c to 6c per chick.

I could use page after page, reproducing gold and silver medals, cups, and ribbons, won by our customers at poultry shows, County and State Fairs, local and national Egg Laying Contests, etc. This array of prizes and evidence of success with Sieb's Oversize Chicks would impress a few poultry raisers and bring us new customers, but the space used in producing the cups, ribbons, etc., cannot help our customers make more money with their poultry. With this in mind I am going to depart from the usual custom of showing the awards and use the space in the back of the book for information I believe will be much more valuable and appreciated by our customers, because it will help them to greater profits and success with their poultry.

Albert Sieb

OVER-SIZE



CHICKS

An Introductory Handshake

GETTING ACQUAINTED and having faith and confidence in each other is the first important step if we are to have satisfactory business relationship. You are entitled to know something of our integrity and ability, to know that we are members in good standing of the International Baby Chick Association and to know that we have earned the confidence of our banks and local firms as well as the confidence of over 125,000 poultry raisers.

You are at liberty to inquire of any of the leading firms in Lincoln, or of any of the papers in which you see our advertisements.

If you want further proof of our integrity you may write, enclosing a stamped envelope, to the First National Bank, or the Lincoln State Bank of Lincoln, Illinois.

In order to be a member of the International Baby Chick Association, it is necessary for us to subscribe to and pledge ourselves to live up to the following Code of Ethics—

The Code of Ethics



"We pledge our earnest cooperation with and protection of the public through honest, truthful advertising—honest, upright business methods—honest, production and sale of certified chicks as represented." Every purchaser of Sieb's chicks is protected by this pledge. In addition to membership in the international association, we are members of Illinois Baby Chick Association and others of lesser importance.

The Value of Baby Chicks

is determined by the conscience and honesty of the producer. The future of the industry depends entirely upon how well, how honestly, producers serve the buying public. It is the business of the International Baby Chick Ass'n to assist their members and to protect the public against abuses. To this end the responsible officers of the Association are given far-reaching power.

Buy Sieb's Oversize Baby Chicks

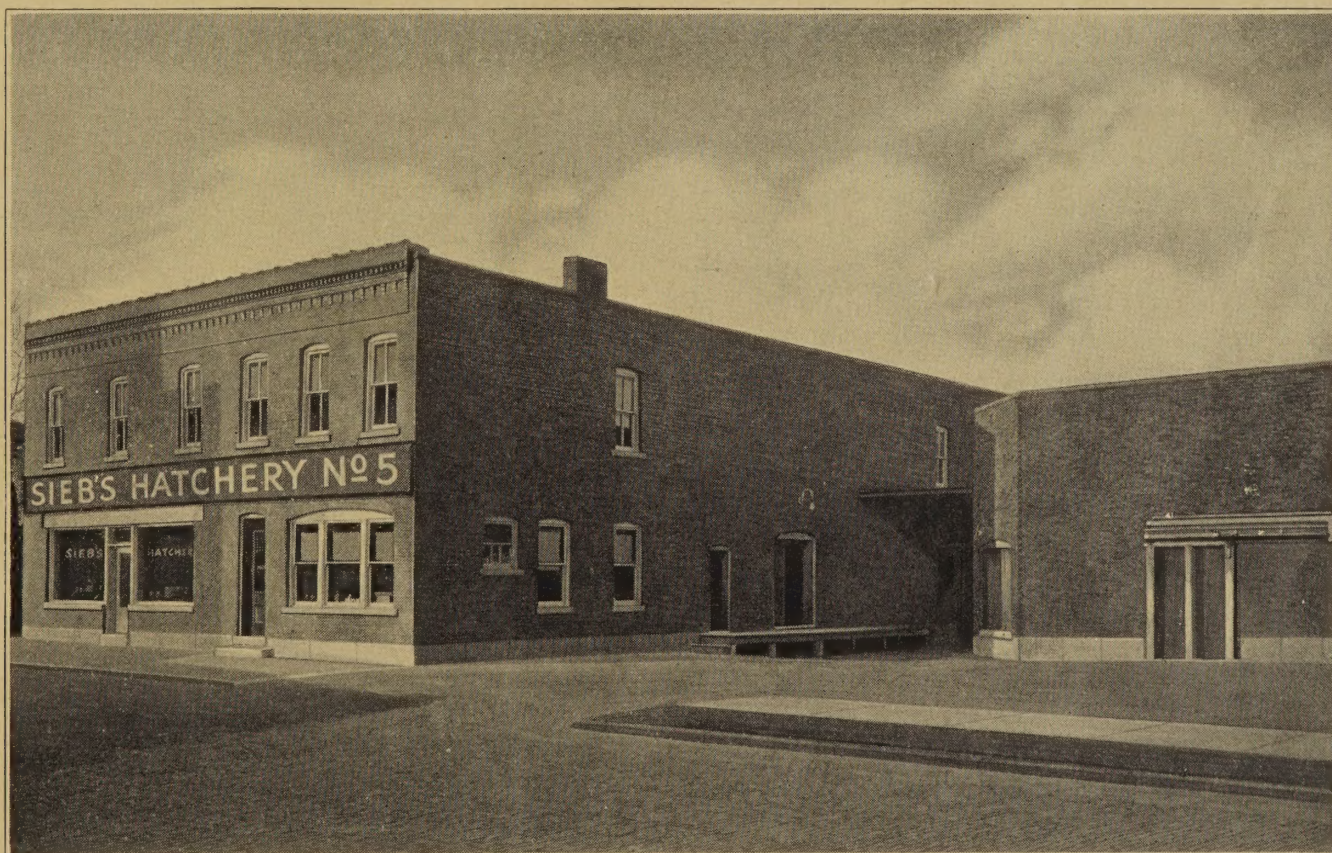
Sieb's Chicks are known the country over as Sieb's Oversize Chicks. There are very definite reasons for the oversize of Sieb's Chicks. Before you have finished reading this book, these reasons will be clear.

Ahead of Requirements

Recognizing the good work done by the State Accreditors in raising the standards of baby chicks, we conceived the idea of having daily instead of annual or periodic inspection. Therefore, we searched out what we consider the best Inspectors and hired them, and will give you a fuller introduction to them later. But you will know of their work later.

Super Culling

For many years our flocks have been super culled and bred for *larger birds* and *higher egg yields*. Free range, running water, best of housing methods, scientific breeding and feeding enable us to produce chicks that we can guarantee—100 PER CENT. We ship to every state in the Union east of the Rockies, under a guarantee of 100 percent live delivery. Right prices, prompt attention, conscientious personal interest in orders, and fulfillment of our guarantee have given our plant its leadership.



Group of buildings recently purchased and added to our main plant at Lincoln, Ill. This new unit when fully equipped as planned will give us the largest and most completely equipped hatchery in the World. This will mean still better chicks at lower prices for our customers.

SIEB'S



PURE-BRED

Sieb's Oversize Chicks Cost Less

TAKE the time to figure out the cost of your baby chicks hatched by the old method. Compare the cost with ours. You will find it more profitable to buy Sieb's. Then if you will consider the hundreds of possible accidents and the trouble with hens and incubators, you will never again consider setting your own.

Figure the food the hen consumes during the sitting and brooding period until she is ready to lay again, the loss of eggs that would have been laid and at a time of year when eggs are highest, the weight she loses, which must be built back to normal before she will lay, and you will be amazed at the cost of a dozen chicks. There is also the advantage of buying chicks hatched by experienced operators by the most modern methods.

Study These Figures

Cost of feed for hen, 3 weeks sitting and 9 weeks brooding, based upon average consumption of 80 lbs. of feed per year, at a fair price of \$3.00 per 100 lbs.....	\$.60
Loss in egg yield, based on average of 160 eggs per year, at average spring prices of 36 cents per dozen.....	1.20
15 setting eggs valued at only 3 cents each.....	.45
TOTAL COST of baby chicks.....	\$2.25
Poultry Experimental Stations give the average hatch of 66½ per cent, or 10 chicks out of 15 eggs, making the average price of chicks.....	.22
Average price of Sieb's Day Old Chicks.....	.10

Leave out the cost of feed entirely. Figure only the cost of eggs set, with the average losses, and you will find it more economical to buy chicks from us.

You can change an uncertain problem into certainty by buying Sieb's oversize chicks. Instead of the risks of having only a part of the chicks you figured on, you get the exact number desired. Only brooding then is your problem, and we help you to get started right with that. You can even buy Sieb's thoroughbred stock for eating purposes more satisfactorily than you

can hatch your eggs. They grow off more uniform, faster, and more satisfactory in every way—better, finer meat and more of it for the money you pay.

Other Reasons

The commercial hatchery or day-old chick business has made remarkable strides because modern methods demand it. Just as power plants, bakeries and laundries fill modern demands, so day-old chick plants put old methods in the background. Just as you would never think of going back to the oil lamp if you use electricity, so you will never go back to home-hatching once you buy Sieb's Chicks.

A 100,000 Egg Hen!

Let us make this clearer. Catch the vision of the economies brought about by mass production. One of our units alone hatches 100,000 eggs. To hatch this vast number by hens would require 6,666 hens, tended by about thirteen hundred small poultry raisers. Think of what losses are inevitable if these eggs are left to the whims of more than six thousand hens, resulting in chilled, broken and neglected eggs, dead and stunted chicks. To hatch the eggs by incubators would require about 400 average machines, with four hundred lamps to fill and tend, four hundred heat regulators left to their own devices most of the time, with four hundred people to worry about them.

One man at a time does the work of hundreds of people in the Sieb Plant, and stays on the job every minute. Instead of hundreds of people worrying about these 100,000 eggs, no one worries, because the man in charge knows exactly what is going on every minute of the twenty-four hours, every day of the hatch.

Sharing Our Savings

Isn't it clear, then, that Sieb's Hatchery fills a real place in poultry economy? We take only a part of the savings we bring about through centralized control, and pass the rest on to you in lower cost, better bred, healthier, more profitable chicks, that *grow larger, mature quicker, lay better.*

FACTS AND FIGURES

Facts and figures are hard to dispute especially such facts and figures given by Mrs. Miller in the letter printed below. Mrs. Miller finds our chicks highly profitable because they produce premium eggs. You should have the same experience if you raise Sieb's Chicks.

Mt. Pulaski, Ill.
Oct. 15, 1934.

SIEB'S HATCHERY,
Lincoln, Ill.

Gentlemen:

We have been ordering our chicks from you for the last six years. We have continued to do so because they make such splendid layers, and the eggs from the flocks are so fine and large that they have always brought us a premium price above the market of several cents.

We would like to have you book our order for 500 White Leghorn chicks, to be delivered about Feb. 19.
Yours very truly,

MRS. WM. MILLER.

OVER-SIZE



CHICKS

A Farm for Each Breed

In order to insure perfect purity of blood, a separate farm or plot is devoted to each breed that is offered for sale by Sieb's Hatcheries. Plenty of free open range and space between houses insures perfectly healthful surroundings. It is only by making certain that the sanitary conditions are the best, that we could hope to produce chicks with such high vitality and good health that we can safely guarantee 100 per cent live delivery of chicks. If it were not for such conditions, the percentage of deaths in shipment would make such a guarantee ruinous to our profits. In fact, it would be impossible.

Our 137 and 52 Acre Experimental Farms

An Investment of Over \$50,000.00

One hundred and eighty-nine acres of land is devoted to experimental and development purposes. On the farms are conducted tests, for the purpose of improving strains of fowls, scientific investigations into hatching and brooding problems, best modes of caring for baby chicks, combating diseases, and many other problems that confront the poultryman. Much attention is given to best methods of selecting the most rapidly developing strains, best layers, and the like. No expense is spared when we see a means of improving our baby chicks. It is not infrequent for us to spend \$25 or \$50 for a single egg, or much more for a single fowl, from a famous high-producing strain of fowls.

Result: "Oversize Chicks"

It is easy for you to see how by such methods as this, we are able to make good our claim that Sieb's Chicks are OVERSIZE. This policy of constantly eliminating from our flocks every bird that does not measure up to the high standard for color, size, beauty, shape, and high egg production has gradually increased the size of the birds and egg production until we have reached a degree of perfection perhaps never known before.

Sold at \$2.80 Each

Just a few lines to tell you about our Barred Rocks we ordered last Spring. I received 300 Barred Rocks from you in June. They started to lay in December

and are still laying (May 20). We sold some of them last week for \$2.80 each. If all hatcheries would deal as fairly with people as you do there would be no trouble.

Joe Combson, Breda, Ill.

Wonderful Egg Record

Am writing you again in regards to getting some more of your fine White Rock chicks this season. I sure have a fine bunch of young hens, 125, and getting 62 eggs a day and they have been laying since December. I get more eggs than any of my neighbors, and they all have more hens than I have.

D. E. Chenoweth, Lebanon, Indiana.

Chicks So Large They Attract Attention

The Following Letters Are Common Expressions from Buyers of Sieb's OVERSIZE Chicks:

Just a line to let you know the chicks arrived in good condition. They are some of the prettiest baby chicks I ever saw, so large and healthy. All of my neighbors that have seen them have spoken about how large they are. We are not able to get this kind of chicks here.

Mrs. C. Sloan, St. Louis, Missouri.

We received the 100 baby chicks and we are more than satisfied with them. They are such big chicks.

Mr. and Mrs. C. W. Elson, Philo, Ohio.

I received my B. R. baby chicks on May 16th. One thousand and twelve alive. Many thanks for the extra twelve. They are so large and beautiful and am so well pleased with them.

H. J. Langer, Three Oaks, Michigan.

I received my chicks all O.K. Not a one dead and they are all still living. They are such big lovely fellows. Thanks for the extra ones, am going to send to your later for more.

Mervin Gray, Lake George, N.Y.

I received my 200 chicks June 27th all alive and fine. They certainly are big fine chicks and I am well pleased with them.

Emma Lenty, Bement, Ill.

A TRIBUTE TO OUR BIG LEGHORNS

Hartsburg, Ill.

Oct. 10, 1934.

SIEB HATCHERY,
Lincoln, Illinois.

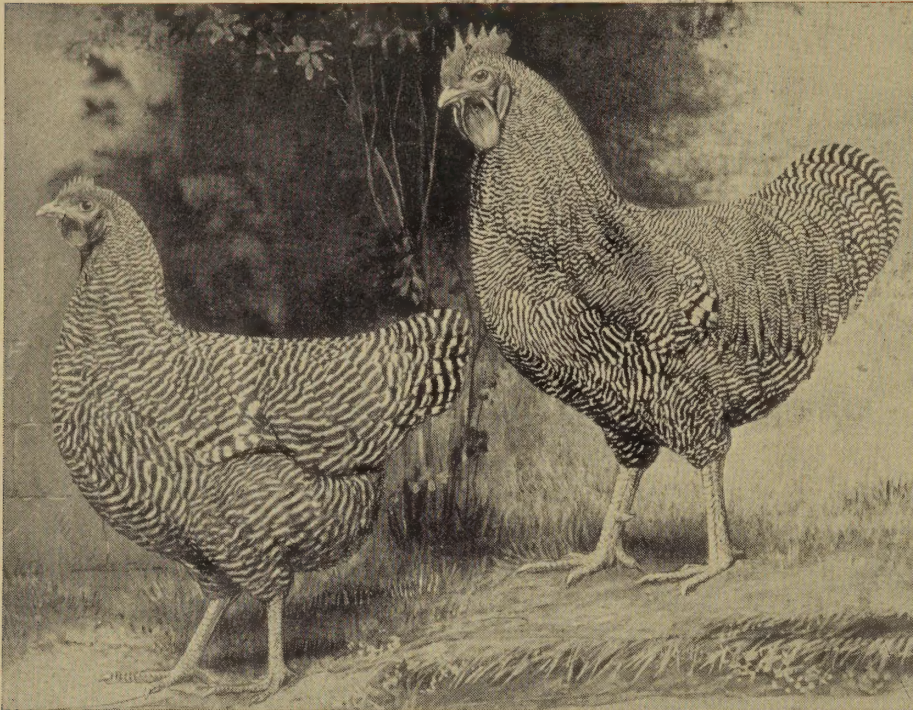
Dear Sir:

I consider your Big type Leghorn Chicks the most profitable I have ever raised as the hens are not only great layers, but they bring me a premium price as setting eggs.

The cockerels at 3 to 4 months old will weigh an average of at least 1 lb. per bird more than the usual run of broilers at that age which gives me a splendid profit. I am placing an order for 600 chicks to be shipped about the first week of April 1935.

Respectfully yours,

MRS. JAKE J. APER.

SIEB'S**PURE-BRED**

Barred Plymouth Rocks

This good old favorite American Breed is the most popular of all breeds with the farmers, and more birds with barred plumage are found in the farm yards of the country than any other color. Amid the booms for new varieties and all the claims made for them, the Barred Plymouth Rock has held its own, because of its great merit as a profitable, practical fowl for every day in the year. They are solid and plump, carrying their weight in breast and thigh, where the meat is most valuable.

The hens are good layers throughout the year. Some of them have records of over 250

eggs in one year. The chicks are hardy and mature early.

Standard weight: Cocks 9½ lbs.; hens 7½ lbs. Our flocks were started with the finest purebred stock and has been super culled for many generations under the Sieb Method for larger birds and higher egg yield. We have large numbers of customers who depend on Sieb's Barred Rocks year after year, and report remarkable profits from their broilers and Premium Egg Prices. If you prefer Barred Rocks you can not find any strain of their breed superior to ours, and chicks from this variety will possess the good traits of their ancestors.



One of Our Giant Incubators

Notice the clock-like recording thermometers on each section of the incubating unit. These thermometers write their own record, showing the exact temperature every minute, as clock-work revolves the dial. Perfect heat control is possible.

Letters of Interest To Poultry Raisers

The following letter from Mr. Coates, an old customer of ours, is a strong indorsement for the Sieb Strain of Barred Rocks—also Mrs. Marvel's letter is further proof of the exceptional quality and breeding back of our Barred Rocks. Premium eggs and extra pound broilers can't help but make money.

Beason, Ill.
Oct. 11, 1934.

SIEB'S HATCHERY,
Lincoln, Ill.

Gentlemen:

You will probably be interested to know why I have continued to raise Sieb's Chicks year after year. The answer is very simple. The hens are wonderful layers, the best I have ever seen. The eggs are extra fine and large and I can always sell them for several cents above the market price. The cockerels grow unusually large and fast and at 3 to 4 months old will outweigh any other grade I have ever seen for broilers. This means extra dollars in profits for both eggs and broilers, and since I am in the poultry business to make money it pays me best to stick to a quality that has proven so satisfactory and profitable.

You can book my order for 1000 Barred Rock Chicks to be delivered about the last of February.

Very truly yours,

OTIS COATES,
R.R. 1, Beason, Ill.

Meadowlands, Minn.

SIEB HATCHERY,
Lincoln, Ill.

Gentlemen:

I just can't resist writing to you about our Barred Rocks that we got from you April 15th. They are the largest Barred Rock Pullets I've seen, and in general very fine birds.

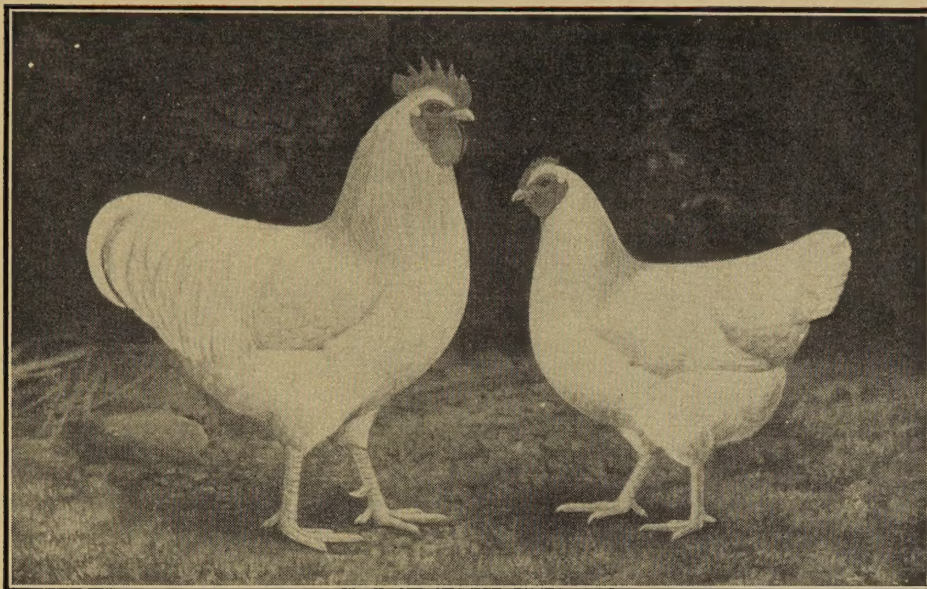
We have been keeping a record of them and our records show that they began laying September 9th; of course not all at once, but they did gradually, and from the time they started they laid steadily through the cold months of the winter without cutting down until around May. From now on, when we buy chicks, no one else gets our order but Sieb.

Yours truly,
MRS. JOHN MARVEL.

OVER-SIZE



CHICKS



White Plymouth Rocks

White Plymouth Rocks have won merited recognition throughout the country because of their good qualities as a general purpose fowl. They are hardy and vigorous, and mature very early. When fully matured cocks weigh $9\frac{1}{2}$ pounds, and hens $7\frac{1}{2}$ pounds. They dress excellently, having a fine yellow skin and legs, which is very much desired in market poultry. Their flesh is firm, tender and of fine flavor. They are of good build, very stylish and one of the best laying breeds in their class. They lay mostly brown shelled eggs, although the color of them varies from light to dark

brown. For those desiring a chick that will pay for their keep, we can strongly recommend the White Plymouth Rock.

Our breeding stock is second to none, having been carefully selected many years ago from the finest purebred foundation stock. The flocks built from this fine stock, under Mr. Sieb's supervision have been *super culled* year after year, and will stand the most critical inspection of any judge. Chicks from this Breed will prove highly satisfactory as Commercial poultry, or can be depended on to carry off their share of prizes as show birds.

You Can Be Proud and Prosperous with A Flock of Sieb Chicks

The following letter from Mr. Labour is one of many we receive from raisers of Sieb Strain of White Rocks. To raise 96 chicks out of 100 proves the vitality and quality they possess. It is also a source of real satisfaction to have the outstanding flocks in your community.

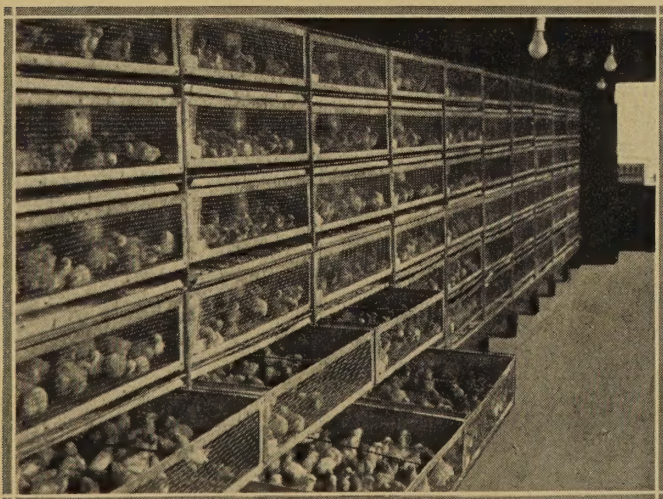
Northumberland, Penna.
Oct. 22, 1934.

SIEB'S HATCHERY,
Dear Sirs:

When we received our order of 100 White Rock Chicks we were very much pleased for every chick was as frisky and full of life and pep as any of a week old. They went right to scratching and drinking as soon as we placed them in the brooder-house, and by the time they were four weeks old they averaged eighteen ounces. Aside from being the outstanding chicks in our community they made some of the nicest broilers we ever had. We raised ninety-six percent of them and seventy-five percent were pullets. Some of these started to lay when they were six months old but by the seventh month we were gathering eggs from all the pullets.

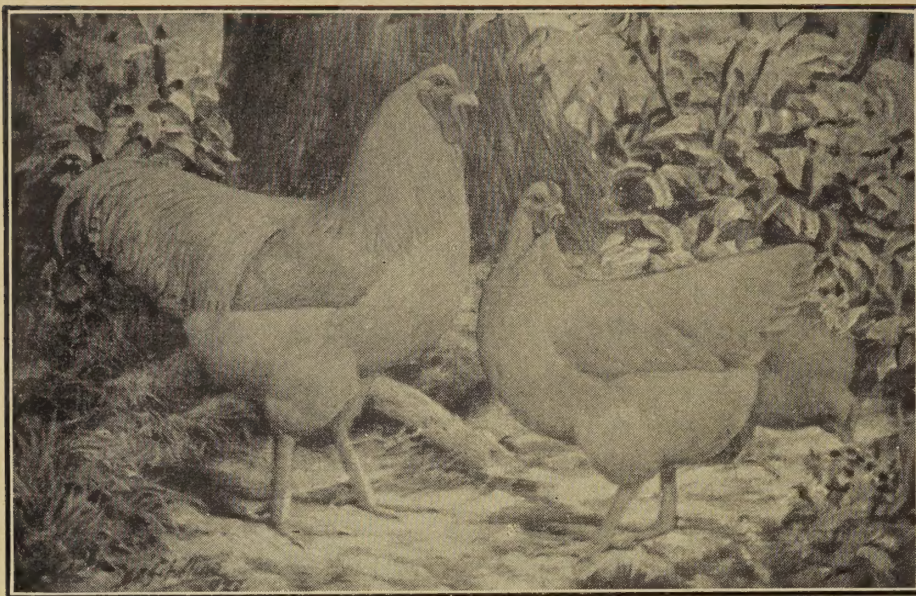
We were so thoroughly pleased with our flock that we can assure you that our very next order of chicks will be from you.

Very sincerely yours,
S. BUFF LABOUR.



A Section of Our Brooder House. We Can Brood Over 100,000 Chicks

This is the temporary home, for a few hours, of thousands of chicks, before they start on their journey, perhaps to Texas, Maine, Florida, or Montana. We have enormous brooding facilities which enables those who wish to drive to our plant and personally select their chicks, to do so.



Buff Plymouth Rocks

Plymouth Rocks are so well and favorably known that when the Buff Variety was brought prominently before the breeders of this country, they were in great demand from the start. No breeder of this variety need ask, "How shall I dispose of my fowls and eggs?" His question instead will be "How can I produce enough fowls, stock, and eggs to fill orders?"

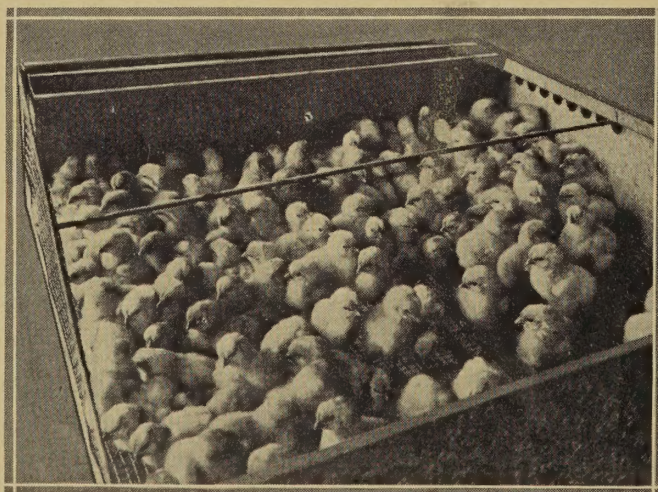
The Buff Plymouth Rock is indeed a most beautiful fowl. The

birds are of uniform size, style and shape, like their Barred Cousins. Cocks 9½ pounds, hens 7½ pounds. Legs, beak and skin are a rich orange yellow, while their combs, wattles and ear-lobes are a bright red. This, together with their rich buff plumage, makes them very attractive. Our breeding stock possesses that rich buff color and chicks from our hatchery are Purebred and will please you in every detail. Our prices are reasonable and we can ship promptly.

Bear in mind that every Buff Rock chick you secure from us is from the Sieb Super Culled Flocks. They will mature early and grow into a beautiful, vigorous flock that can be depended on for a substantial profit.

A Close-up of the Brooder Trays

Notice the sanitary wire bottoms, with sliding pan to catch droppings beneath. Every tray is kept constantly clean and sterilized to insure freedom from infection and disease.



Results Speak Louder Than Words

The two following letters show why we have 125,000 customers on our books, and this number is being increased by the thousands every year. Poultry raisers demand chicks that will bring them the highest return for the money and time spent. They find just what they want in Sieb's OVERSIZE CHICKS. Think of 80 eggs per day from 106 pullets in January in New York, and then the satisfaction of owning the most productive flock in the community.

Jan. 17, '34.

SIEB HATCHERY,
Lincoln, Ill.

Dear Sir:

Writing to you to tell you that I am one of your proud chicken owners as I got my chickens from you last year. I got my first eggs at the age of 4½ mo. old; I got 106 Pullets and am getting eighty eggs per day; that is not so bad, as we have had some cold weather.

Would you kindly send me your book and price list?

Yours truly,
ALEXANDER WILEY,
R.F.D. Box 112,
Schenectady, N.Y.

Hastings, Mich.

SIEB HATCHERY,
Lincoln, Ill.

Gentlemen:

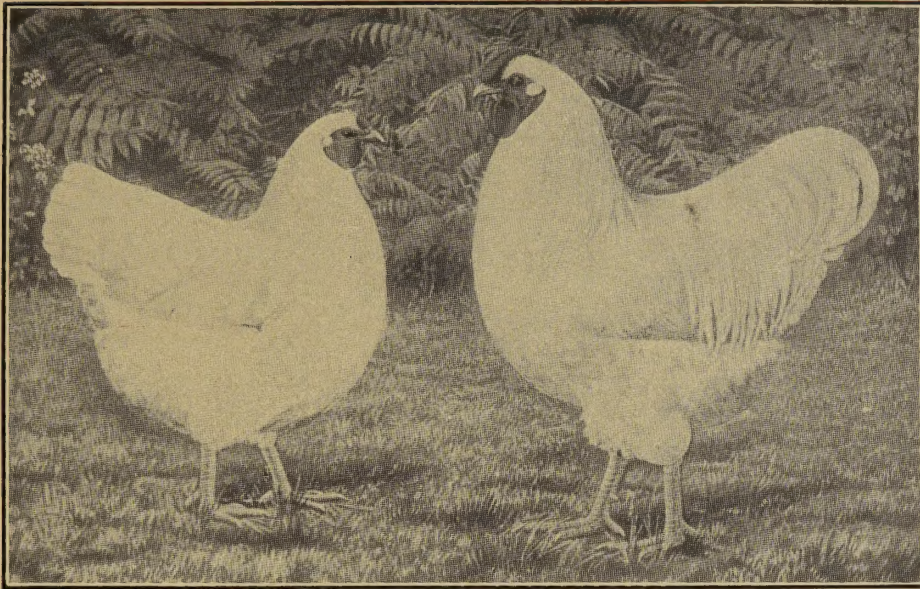
Last spring, April 7th, I ordered 50 chicks. I had no brooder—only one oil stove, which went out a good many nights. I took them to the farm April 18, and used the same oil stove with the same results, but we came through with 44 chickens. I retained 18 pullets for breeders and received 1st eggs Sept. 16th, and they have been laying steady to present time. I sold four cockerels for breeders and am holding two cockerels over until 1935 as I wish to breed back to second generation. Our farm is in a White Leghorn Community and we have beaten everything around here. When chickens do so well and your price was so reasonable I thought you would be interested in hearing about them.

Respectfully,
C. L. BEACH.

OVER-SIZE



CHICKS

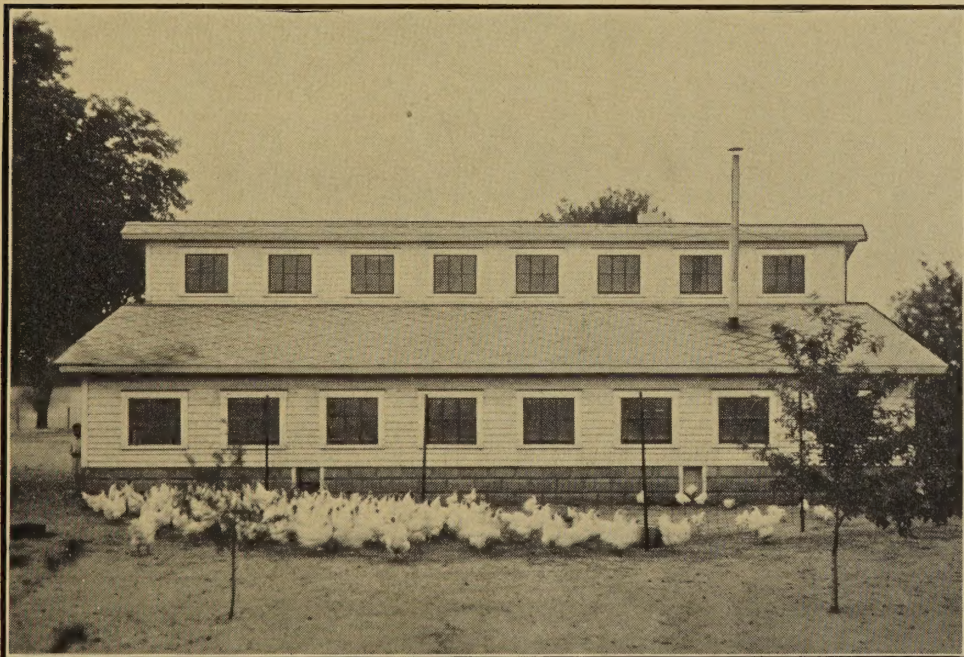


White Wyandottes

No illustration can do justice to this splendid breed. They must be seen to be fully appreciated. Our Wyandottes are snow white and free from "brass" so commonly found in specimens sold by many so-called pure-bred White Wyandotte Breeders. Wyandottes are hardy and prolific, good layers. They have the low frost-proof comb which makes them favorites in localities subject to low temperatures. They have deep and wide body, thick meated in the breast,

heavy in the thigh, and in every way are ideal market fowls.

Standard weight: Cocks 8½ pounds, and hens 6½ pounds. Chicks feather out early and grow rapidly. If you are looking for good PUREBRED White Wyandottes, you will surely get them here. Our flocks have been carefully culled and mated year after year, and we can promise satisfactory results from chicks of this variety purchased from our hatchery.



Poultry House of a Sieb Customer. You can afford equipment like this when you raise our chicks.

Just A Few Appreciative Letters

SIEB'S HATCHERY,
Gentlemen:

Received the baby chicks—not one dead in the box. They are about 5 weeks old and haven't lost one: Only one mistake in your ad—you didn't praise them enough; they are wonderful. I didn't know there could be such a difference in baby chicks. Yours are oversize and perfectly healthy—grow right off.

Yours respectfully,
MRS. JOHN BACON,
Dover, Ky.
R. 1, Mason Co.

SIEB'S HATCHERY,
Lincoln, Ill.

Gentlemen:

Received the chicks O.K., and was pleased to see how lively they were. I had 100 of your chicks last year and had good luck with all of them. I expect to have many more this year. Thanking you very much I remain

Your steady customer,
JOHN MONTELLI.

St. Croix Falls, Wis.

SIEB HATCHERY,

Dear Sir:

We rec'd the chicks in good condition. We are well satisfied with them and hope we have as good luck with these as we had with those we rec'd from you last year.

Yours truly,
DONALD C. NICHOLS.

Keene, Ky.

SIEB HATCHERY,
Lincoln, Ill.

Dear Sir:

Received chicks Tuesday morning. They are doing fine now. They are almost as large now as some of my neighbors, which are about 10 days older. Am highly pleased. Will order more next Spring.

Yours truly,
WM. H. EDWARDS.

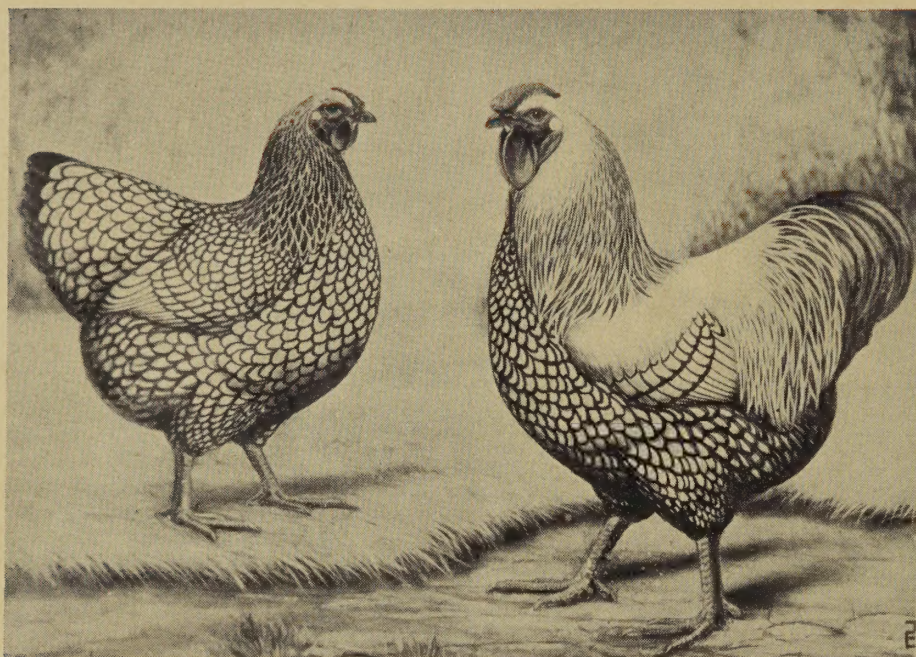
Wyandotte, Mich.

SIEB'S HATCHERY,
Lincoln, Ill.

Gentlemen:

Chicks arrived during the night, none dead, all very lively. Best bunch of chicks I've seen in a long time.

Sincerely,
R. J. THOMAS.



Silver-Laced Wyandottes

There is a greater demand for Silver Laced Wyandotte than ever before. They are very hardy. The Silver Laced is the oldest variety of the Wyandotte Breed. They mature young, and for broilers they cannot be approached by any other breed. They are one of the most beautifully feathered breeds of birds. Each feather has a silver center, edged with black. They have bright yellow legs and skin, neat rose comb, red face and

lobes. Their bodies are plump. The cock weighs $8\frac{1}{2}$ pounds, hens 7 pounds. They are good layers. In addition to their value as a highly profitable bird for commercial purposes they make wonderful show birds and can always be depended on to carry off their share of the prizes. Our Purebred Stock is the very best, having selected our breeders with very great care, and they are all Accredited Hogan Tested.

Raised All to Maturity

The chicks received in good condition. Not one dead. We raised the entire 100 chicks last year and hope to do the same this year. Thanks for promptness. We may want more later.

Albert Korthalz,
Merrill, Wisconsin.

Best of All

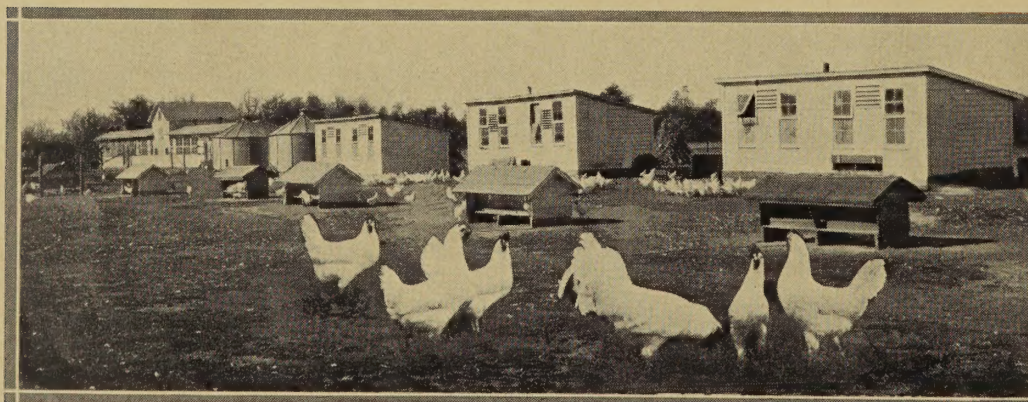
On March 4th we got 100 chicks from your hatchery and have 92 left. They now weigh about 2 lbs. each. We had so much better results with them than any of our neighbors did with chicks from other hatcheries we thought we would order again.

C. Fahs,
Chatham, Illinois.

Weight 9 lbs. at 8 Months Old

During March and June I received from you 52 R. I. Reds and 166 Buff Orpingtons, and raised all but 13. I have 10 pullets and two cockerels of Buff Orpingtons that I would not take any price for, also 35 Buff Orpington cockerels that weigh around 9 lbs. at 8 months old and they have not started to fill out. You can look for another order from myself, and several from neighbors.

A. A. Beauveid,
Landover, Md.



A Group of Colony Houses

We can hardly over-emphasize the importance of the sanitary conditions made possible by the large open spaces of the Sieb Farm layout.

Wins 1st Prize at Fair

Out of the 37 Buff Orpingtons I received from you last April 18th, 16 were pullets and 21 cockerels. I sold some of the cockerels for \$42.27, the pullets started laying in September and I have sold 21 dozen eggs at 65c per dozen. The pullets are large, weighing $8\frac{1}{2}$ lbs., and good layers and cockerels large and handsome. The cockerels and pullets took first premium at our fair.

Daniel D. Atwood,
Center Sandwich, N.H.



S. C. Buff Orpingtons



S. C. White Orpingtons

Single Comb White Orpingtons, as general purpose fowl, are among the best. These are their strong points: They possess as fine plumage as has been produced in any buff or black variety. They are the largest of any clean-legged birds. They hold as high egg records as any breeds, as proved by the late government tests.

The large frames of the White Orpingtons, combined with their

readiness to take on flesh quickly, makes them of the greatest practical benefit to the broiler raiser. In size they are the same as the buff variety. Cocks weigh 10 lbs. and hens 8 lbs. We have a fine lot of Purebred breeding stock of this variety and will be prepared to fill orders promptly. Chicks from our hatchery will please you in every way. If you admire white fowls, try the Orpingtons.

S. C. Buff Orpingtons

Buff Orpingtons stand today, without exception, at the head of all the heavier general purpose fowls. No variety has risen to distinction and prominence more rapidly than they. Their nation-wide popularity is due to their desirable characteristics. They are quiet, and while good foragers, will not wander far from home. Orpingtons are fairly large, cocks weighing 10 pounds and hens 8 pounds, when fully matured. They possess good market qualities and are good winter layers. They make ideal mothers, but are not persistently broody like many of the larger breeds. Our breeding stock of this variety is all Purebred and the best we can find. Our flocks have been most carefully culled and mated year after year, keeping in mind utility as well as fancy qualities. The result is, every bird in our flock possesses individual merit and will make splendid showings, whether in the breeding yard or in the show room. We cannot recommend them too highly. Chicks from our hatchery will prove the truth of this statement. Try them and you will like them.

Raised 285 of 300

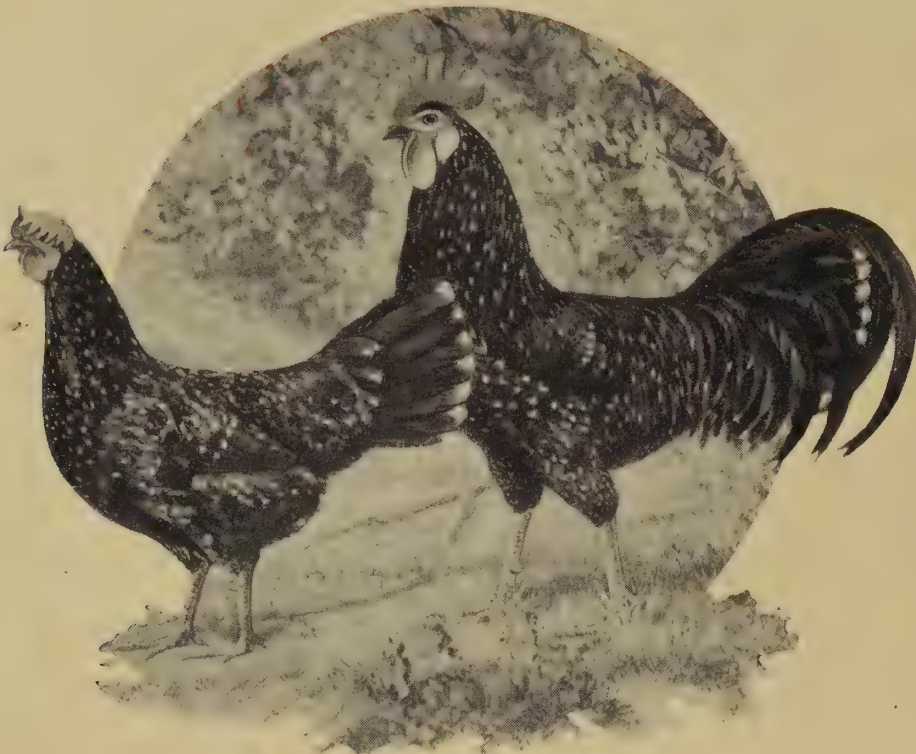
Of the 300 Buff Orps I ordered from you I raised 285. The pullets started laying by August 1st and I am selling the cockerels at \$2.00 each for breeding purposes. They are certainly beauties.

Mrs. Hobbs,
Dwight, Ill.

So Pleased He Recommends Chicks to Neighbors

I don't think your chicks can be beat so will order again this year. Please send us some of your price lists. We have several neighbors who want to order some, too.

J. Johnson,
Temple, Texas.

SIEB'S**PURE-BRED**

S. C. Anconas

Anconas are considered by many to be the most beautiful of all the Mediterranean varieties. They are similar to the leghorns in size and shape. They have a yellow skin, and the plumage is lustrous black, evenly mottled with white. They are hardy and prolific, and if given free range will find their own food and require but little attention. The males are very alert and strikingly erect in carriage. The females are non-

sitters. Few of them show a tendency to broodiness. They are wonderful layers of large white shelled eggs, which accounts for their rapid rise to popularity. Standard weights of mature birds—cocks 5½ pounds, hens 4½ pounds. Our flocks are *all pure-bred* Hogan tested and have been so carefully mated that chicks from these matings will surely please their owners.

A Prize-Winning Male



This Cockerel is from the Famous Tancred Double Quintuplex mating and has back of him from both sides of the house five successive generations of 300 eggers and better. He is a direct descendant from a famous hen with a record of 328 eggs.

This is the kind of blood lines back of our flocks that make them so profitable for our Customers.



View on one of our experimental farms showing



S. C. White Leghorns

The Single Comb White Leghorn is without question the most popular of all the Mediterranean breeds. Leghorns are easily raised, hardy and vigorous, breed true to type, require less feed than the heavier varieties, are non-sitters and excellent layers of large white shelled eggs. Some hens have been known to lay almost the year around. Leghorn eggs hatch unusually well. Chicks are full of life and vigor and mature very early. Pullets frequently begin laying at four months of age. Leghorns are great foragers, wandering far in search of food when at liberty, yet bear confinement with-

out impairing their usefulness. The alert, dignified bearing of the Leghorns, together with their bright red combs and wattles, and crystal white coats, make them one of the most beautiful of all the solid colored fowls in the poultry world. The flesh is firm, tender and of fine flavor, making them a very desirable table fowl. If you want a chick that will fill the egg basket, especially in winter when eggs are high priced, try our White Leghorns. All our birds are Purebred Hogan tested, well mated and will produce finest chicks. The price is right, too. Standard weights—cocks 5½ pounds, hens 4 pounds.

A Prize-Winning Hen

This beautiful Pullet has directly back of her five successive generations of over 300 eggers, and is a direct descendant from the Famous Tancred Double Quintuplex mating. We particularly call attention to the graceful, perfect shape of the body. We have paid fabulous prices for such birds as these from which to build our flocks and when you consider this it's easy to understand the tremendous success our customers have with Sieb's Leghorns.



Some of our fine equipment for breeding purposes



S. C. Brown Leghorns

S. C. Brown Leghorns

The Brown Leghorn is so well known by nearly everybody that to give it a full description would seem useless. Those who know Brown Leghorns best like them best. The accompanying cut can only partially give you an idea of their beautiful appearance. As egg producers they stand at the head. They are very hardy and mature early. Pullets begin laying at four months old. Having a nice yellow skin, they make an excellent table fowl. They bear confinement as well the year around as any variety. Cocks weigh 6 pounds, hens 4½ pounds. Our birds are *all purebred* and extra fine, as we have selected our matings very carefully. As is true of our White Leghorns, our Brown Leghorns are all Hogan tested and will, therefore, produce excellent chicks.

S. C. Buff Leghorns



S. C. Buff Leghorns

Color of Male: Comb, face and wattles, bright red; beak, yellow; eyes, reddish bay; ear-lobes, white; shanks and toes, rich yellow. Plumage: Surface throughout an even shade of rich, golden buff, free from shafting or mealy appearance; head, neck, hackle, back, wing, wingbow, and saddle, richly glossed; under-color a lighter shade, free from foreign color. Different shades of buff in two or more sections is a serious defect. A harmonious blending of buff in all sections is most desirable.

Color of female: Comb, face and wattles, bright red; beak, yellow; eyes, reddish bay; ear-lobes, white; shanks and toes, rich yellow. Plumage—surface throughout an even shade of rich, golden buff, free from shafting or mealy appearance; head and neck plumage showing a luster of the same shade as the rest of the plumage; under-color, a lighter shade, free from foreign color. Different shades of buff in two or more sections is a serious defect. A harmonious blending of buff in all sections is most desirable. Our stock is all purebred and of the finest variety.



A Group of the Finest Pure-Bred Stock Money Can Buy

This group of White Leghorns are direct descendants from the Famous Tancred Double Quintuplex Mating, and have back of them five generations of over 300 eggers. It is the injection of such famous blood in our flocks and the super culling and mating under Mr. Sieb's personal supervision that makes Sieb Chicks wonderful egg producers. While Leghorns are raised chiefly for the eggs they produce, you will find Sieb's large type Leghorns make unusually fine broilers.

CHICKS

CHICKS

\$4.00 per 100

From each hatch we will have about 10,000 White Leghorn Males at the above price DELIVERED TO YOU PREPAID. Also a limited amount of White, Black Minorcas, Buff, Brown Leghorns and Ancona Males. These will develop into good quick early broilers and will be a real money maker for the owners.

Hatches every Sunday, Monday, Wednesday and Thursday

IMMEDIATE DELIVERY GUARANTEED

PRICES EFFECTIVE MARCH 1st THIS CANCELS ALL PREVIOUS PRICES

1935 **SIEB'S HATCHERY** 1935
LINCOLN, ILLINOIS.

Capacity Over One Million per Month
ONE GRADE, ONE QUALITY, THE BEST WE CAN PRODUCE

REFERENCE:- First National Bank, Lincoln State Bank or any leading Farm or Poultry Magazine in the United States.

All chicks shipped by Parcel Post or Express Prepaid. Live Arrival Guaranteed.

The SIEB CHICK is the CHICK that PAYS

PRICES ON SIEB'S NON SEXED CHICKS

Barred, White or Buff Rocks	25	50	100	500	1000
S. C. Reds or Buff Orpingtons	\$2.24	\$4.23	\$7.95	\$38.50	\$74.50
White Wyandottes					

White Orpingtons or R. C. Reds					
S. L. Wyandottes or Anconas	2.37	4.48	8.45	41.00	79.50
White or Black Minorcas					

White, Buff or Brown Leghorns	2.19	4.13	7.75	37.50	72.50
-------------------------------	------	------	------	-------	-------

Heavy Assorted	1.99	3.73	6.95	33.50	64.50
H. & L. Assorted	1.92	3.58	6.65	32.00	61.50
Light Assorted	1.87	3.48	6.45	31.00	59.50

Day Old Sexed Chicks : : : 90% Accuracy Guaranteed

Leghorn, Ancona or Minorca Pullets	4.19	8.13	15.75	77.50	152.50
Leghorn, Ancona or Minorca Males	1.25	2.25	4.00	20.00	40.00
All Heavy Breed Pullets	3.38	6.50	12.50	61.25	120.00
All Heavy Breed Males	2.25	4.25	8.00	40.00	80.00
Mixed Sexed Chicks	1.63	3.00	5.50	26.25	50.00

GUARANTEE:- We will replace with day old chicks or refund amount paid for any number of chicks short of guarantee if reported to us with signed statement within a reasonable time.

If you have any friends or neighbors that you think may be interested in chicks, we will appreciate it very much if you will give us their names and addresses so that we can send them our Catalog and price list for 1935. **THANK YOU.**

PLEASE USE ORDER BLANK ON OTHER SIDE FOR ORDERING CHICKS

These prices subject to change without notice

ORDER BLANK

SIEB'S HATCHERY

LINCOLN, ILLINOIS

Please fill out this order blank complete and this will eliminate any chance of making any errors in filling your order. Be sure to write or print your name, address and other information very plainly so there will be no mistake made in shipment of your order. Please make all remittances payable to SIEB'S HATCHERY, Lincoln, Illinois. Post Office, Express money orders or Bank Drafts preferred, cash sent at your own risk.

Early orders will be booked upon receipt of 25%, balance to reach us ten days before shipping date or will ship C.O.D. for balance plus C. O. D. charges

No. Wanted	Variety		Amount
Hatching Days Sunday Monday Wednesday Thursday	Amt. of Order Amount Paid Amount Due		

Please give your second choice if you have any for often this will prevent a delay in your order, however we will not ship second choice unless it is absolutely necessary.

Second Choice

Name _____

Street or Route _____

Post Office _____

County _____ State _____

Date Wanted _____

Shipping Point if different from address



White Minorcas

Minorcas are the largest of the Mediterranean Breeds. They are distinguished by long, strong bodies, large combs, long wattles and large white ear-lobes. The Minorca back should be long and should slope slightly downward to the tail; the tail large and full and only moderately elevated. Their legs should be firm, muscular and set squarely under the long powerful looking body. The Minorca plumage is compact, smooth on surface and fits closely to the body. The plumage of the white

variety should be pure white, free from foreign color.

Color of Male and Female: Comb, face and wattles, bright red; beak, pinkish white; eyes, reddish bay; ear-lobes, white; shanks and toes, pinkish white; plumage, web, fluff and quills of feathers in all sections, pure white.

Standard weight: Cocks 8 pounds, cockerels 6½ pounds, hens 6½ pounds, pullets 5½ pounds. All our Minorcas are Purebred.



Black Minorcas

Makes \$900.00 Profit In Seven Months with 900 Sieb Pullets

In addition to the \$900.00 profit made from the 900 pullets in 7 months, Mr. Webb reports a nice profit from the balance of the 3600 chicks sold for broilers. Can you report such fine profits from the chicks you have been raising?

Allisonia, Virginia,
November 15, 1934.

SIEB HATCHERY,
Lincoln, Illinois.

Dear Sir:

My wife and I ordered 3600 chicks of you to be delivered in April, and they were the finest I have ever seen. Your chicks are healthy, sturdy quality and high producers. I have ordered chicks from you for seven years, and will order again next year.

We sold the cockerels and all of the pullets but 900 for broilers at a nice profit. The 900 pullets I had left I put into laying pens September 1st, and sold them the following March at a profit of \$1.00 per hen for the seven months.

I have had people visit us from different counties and states, and they were all astonished at the success I have had with my pullets.

Yours very truly,
K. M. WEBB.

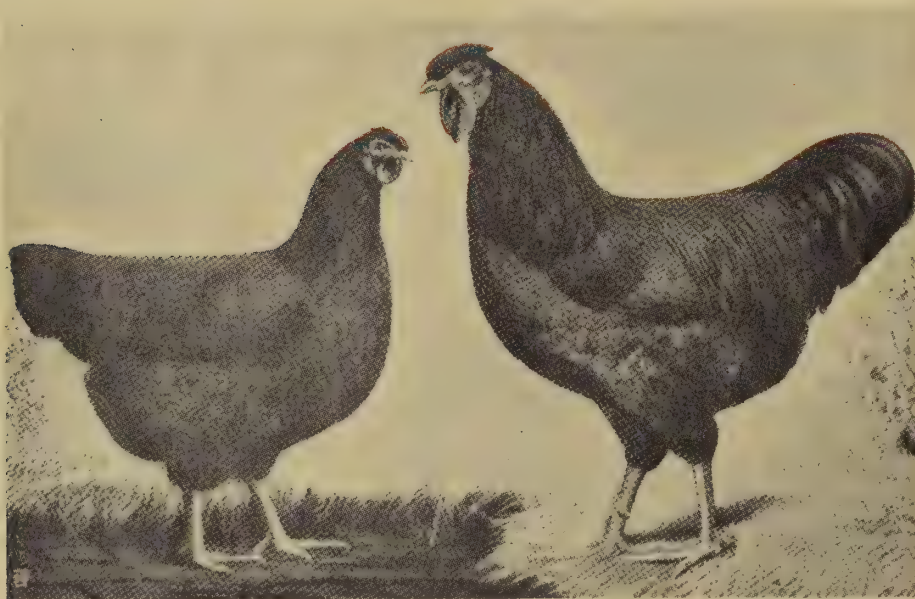
Black Minorcas

Minorcas are an English breed of fowls, belonging to the Spanish varieties of the non-sitting class. They lay large white shelled eggs. The plumage of the black variety has a green or metallic luster. The fowls are large, with bright red combs and wattles, and white ear-lobes. Their legs are dark slate color, being very handsome in appearance. For egg producers they are second to none, the eggs weighing from 6 to 8 ounces more to the dozen than those of any other breed. They are small eaters, splendid foragers and in every way a very profitable fowl. In weight they compare with the Rocks and Wyandottes.

Standard Weight: Cocks 9 pounds, cockerels 7½ pounds, hens 7½ pounds, pullets 6½ pounds. Our flocks are all Purebred.



S. C. Rhode Island Reds



Rose Comb Rhode Island Reds

Rose Comb Rhode Island Reds have exactly the same plumage and characteristics as the Single Comb, with the exception of the comb.

The Rhode Island Red is a beautiful, general-purpose breed. This characteristic is peculiar to them, their bodies are oblong, carried horizontally. They have rich, red-colored plumage. Cocks, 8½ pounds; hens 6½ pounds.

The breed originated in Rhode Island and Southern Massachu-

setts, between Narragansett Bay, Rhode Island and Buzzards Bay, Massachusetts. During the past seventy-five years the breed has been developed in great numbers, and has proved a wonderfully fine all-purpose fowl. The breed was developed from crossing of Game, Mediterranean, and Asiatics with the native stock.

Our flocks are all Purebred, carefully culled year after year and specially bred for size and high egg production. We are sure they will please you.

S. C. Rhode Island Reds

Rhode Island Reds are noted for their great vitality and excellent market qualities. They are an ideal table fowl and exceedingly good layers as well. In size they class with the Plymouth Rocks. The cocks weigh 8½ pounds and hens 6½ pounds, when fully matured. They have a well-shaped single comb, nice yellow skin and legs, plump, firm, meaty bodies. These traits are very desirable whether for market or home consumption. The color of the plumage is dark red, more on the reddish order, as the name indicates. The chicks thrive from the time they come out of the shell till old age, maturing very early. They withstand climatic changes as well as any breed we have ever seen. All our breeding stock is Purebred, has been carefully culled and selected, each individual specimen having passed the most rigid test of the Hogan system, or lay-bone method of judging poultry. If you want good Rhode Island Reds at a reasonable price, try ours. We feel sure that you will be pleased with them.

A Remarkable Egg Record

A seventy-one percent flock average for FALL and WINTER is equal to a yearly average of 259 eggs for hen. This is truly a phenomenal record and no stronger evidence could be offered than Mr. Wood's letter. It shows the value of our R.I. Reds as real money makers for our customers.

The R.I. Red Chicks received from you last year were the best I have ever seen. I sold some of the pullets at \$1.50 each and the laying average of my flocks last fall and winter was 71% while the so called celebrated Leghorns around the neighborhood were idle.

GEORGE WOOD.

OVER-SIZE



CHICKS



The Reason Sieb's Oversize Chicks Are Becoming Better and More Profitable Each Year

We do not believe any hatchery in the world has a more superior staff of poultry experts than can be found in our organization. Mr. Sieb, founder of the Sieb Hatchery and Poultry Farms, has made an extensive study of poultry culture for over 25 years. Mr. Dumser, part owner, in charge of sales and office management, has been associated with Mr. Sieb for over 13 years. Mr. Arnold Simpson, Mr. Harold Wise, Mr. Thurston Redfairn, and Mr. Francis J. Aylward, all highly recognized poultry experts, have been with the Sieb Organization for many years, devoting their time to the inspection and culling of the flocks. Mr. Sieb demands the very highest efficiency of his inspectors. It is not enough that they have taken a poultry course in a college or university, or that they have qualified as poultry experts or judges, he demands that they take postgraduate work from time to time as the above illustration of certificates show. This keeps them up to the minute and enables them to render the very highest type of service in culling, testing, mating, breeding, etc. It's this better knowledge of poultry culture that makes Sieb's OVERSIZE CHICKS so profitable and that has made them the choice of over 125,000 poultry raisers.

SIEB'S



PURE-BRED

Extra Dozens of Eggs and Extra Pound Broilers Cost No More

OUR GUARANTEE

*Important
Read Carefully*

DID YOU ever stop to consider this? It costs not one cent more to raise fast-growing, quick-producing chicks that weigh an extra pound or more when 10 to 12 weeks old than to grow the average chicks that weight a pound or two less. Fast-growing chicks may even cost less to raise.

Why not get those extra pounds and extra profits from eggs? You can do it. Sieb's Hatchery makes it possible with its **OVERSIZE CHICKS**.

We have done the hard, costly work of selecting and breeding for you. It would cost you thousands of dollars, years of culling, testing, and research work to produce such strains as ours.

Take the fowl that we describe on Page 13, for instance; she has back of her five generations of 300 eggers. Her daughters, when bred to our egg-strain males should lay nearly as many, or in some cases may even exceed the mother's record. Not every hen can be a record-breaker, of course, but every chick you buy from us is purebred stock from parents carefully selected by a super culling method which we consider the most practical method of judging the laying capacity of hens.

Sieb's Hatchery relieves you of the annoyance and worry of tending sitting hens. You don't have to put up with their tendency to break or chill their eggs. You don't have to fuss and worry with incubators, or risk their fire hazards.

Setting eggs of quality cost real money, and when you set them you take a real risk. Let us take all that risk. We **GUARANTEE SAFE DELIVERY** or we replace every chick that dies in the mail or we rebate you the cost.

Remember, we have one grade only—the best! We will not permit a second grade bird to remain in any of our flocks, or on any of the farms, which means you get the *best grade only* when you buy Sieb Chicks. No greater tribute could be paid to our success in producing a more profitable chick to raise than the thousands of satisfied customers who come back to us year after year. Why experiment with other chicks when you can secure Sieb's Oversize Chicks at such low prices?

BE SURE to open your shipment upon receipt of it. Do not expose the chicks to extremes of heat or cold. If there are any dead, note the number of live and dead. We guarantee the live arrival of 100 per cent of your chicks. We will make good any shortage or dead under full count, either with more chicks or cash. **BUT** if you expect us to do this, you **MUST** have the above things in a statement signed by yourself, and postman or express agent and send us this report within 24 hours after you get the chicks. In order to make chicks good we must have these requirements met. Without this we cannot file a claim. **DO NOT FAIL** to observe the above.

About Color of Chicks

Baby chicks moult at least **THREE** times before they get their mature feathers. A bird may appear off color until about five months old, when it begins to get its mature feathers. Brown Leghorns often have partly white feathers in their wings, until the mature feathers come. Some White Rocks are gray or smoke colored when first hatched, as are also some White Wyandottes, White Orpingtons and White Minorcas. These often make the very finest birds when mature.

About June, July, Aug. and Sept. Hatched Chicks

Chicks hatched in June, July, August and September often make the very best birds, as they develop faster than chicks hatched too early, and they usually make as good or better layers. They will not lay before December or January, however, and they will not make show birds as readily.

We feel that we owe you absolute satisfaction. On the other hand you owe us co-operation that will make satisfaction possible. Be sure to follow instructions for placing your order. See the last two pages.

Sieb's Hatchery Ships Chicks into Every State Shown on the Shaded Portion of this Map

We have shipped baby chicks to all shaded states on map. If you live within any of these states rest assured that chicks will arrive in good condition, as these states are within 72 hours ride of Lincoln, Ill.





FEEDING *and* CARE OF BABY CHICKS

Watch for Arrival

Prevent chilling, lack of heat and unsanitary conditions cause a large part of the chick losses, so have everything clean and ready for the arrival of chicks. On the start you should carry a temperature of around 100 degrees underneath the hover and as chicks get older, gradually decrease same.

Provide fresh air without drafts and you will find that the chicks will get near the hover or away from it to find the temperature best suited to them. Upon arrival have the brooder house warm and a good starter mash ready. Allow at least one drinking fountain for each 100 chicks and 1 inch of hopper space for each chick.

Have at least 1 good sized baby chick feeder for each 100 chicks and keep full at all times. Use peat moss, clover or straw chaff on the floor with sand underneath the hover. Be sure to keep it dry around and underneath drinking fountains as mouldy litter causes plenty of trouble.

Put chicks out and leave them eat and drink all they want. Give them a little fine grit, granite grit preferred, or if unable to get same, coarse sand, pearl grit or fine oyster shell will do.

When they are about 6 days old, start feeding a little green feed, finely cut sprouted oats, tender grass or similar green stuff, always keeping plenty of mash and clean water before them. It is not enough simply to start a chick right. You must follow balanced feeding throughout the growing period too.

As chicks leaves "Babyhood" nature requires more bone and muscle making material. A baby thrives on infant food up to a certain point. It is the same with the baby chick. They should have their starting feed the first five or six weeks then be shifted to a heavier diet, Chick Grain. When the chicks are ten days or two weeks old it is time to be feeding chicks grain, commercial chick grains, or a third each of ground corn, wheat and steel cut oats.

Scatter a few handfuls of grain in litter morning and night and gradually increase the amount until by the time the chicks are five weeks old they are eating as much grain as mash.

You can then fill hoppers with grain and

keep both mash and grain before them all the time. At about six weeks of age, change over from starting to growing mash and use a little coarser grain, feed this up until about twenty weeks of age and they will be ready for the laying mashes and grains.

RATE OF CHICK GROWTH

Compare the weight of your chicks with the standard for weight required and feed as used by Cornell University and the New Jersey Experiment Station as follows:

Age in Weeks	Weight.	Feed Required
Leghorns, etc.		
8	1 lb.	3.5 lbs.
14	2 lbs.	9.8 lbs.
17	2½ lbs.	13.6 lbs.
21	3 lbs.	19.4 lbs.
American Breeds		
7	1 lb.	3.0 lbs.
11	2 lbs.	7.2 lbs.
16	3 lbs.	13.6 lbs.
22	4 lbs.	23.7 lbs.

Observe that the first gain is the cheapest, hence the importance of the right start.



Off on Their Journey to Their New Home

One of our trucks delivering a load of Sieb's Chicks at the station for shipment. Frequently we ship as many as 200,000 chicks in a single day. These chicks go to all parts of the country and are guaranteed to be 100% alive when they reach their destination. We believe more chicks are shipped from the Sieb Plants during the season than from any other hatchery in the world.



HOUSING and EQUIPMENT

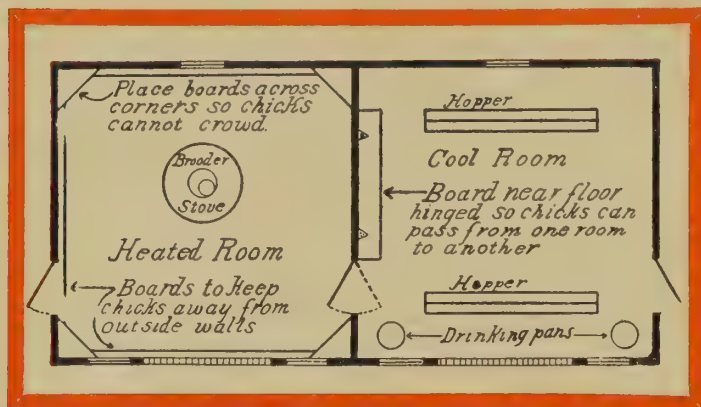
A Tried and Proved Double Brooder House

Figure 1

Fig. 1. The first cut shows the floor plan of a two-room brooder house, ideal for coal or oil stove. The stove should be near the center of the room. Boards should be placed around the outer walls and in the corners to prevent sharp corners in which the chicks can crowd, and to keep them from the cold walls. Notice the door swings both ways. Notice also the hinged board in the partition to permit the chicks to go from one room to the other. We recommend sand on the floor of the room in which the stove is located, and peat moss, straw litter or clover chaff in the cool room. Raise the drinking pans a trifle, so chicks will not scratch litter into them. This method is ideal for 250 to 750 chicks.

In cold climates you will find it advisable to cover the rear windows with heavy muslin during the early part of the brooding season. Always locate the doors on opposite side from the prevailing winds. Opening a door to windward will often let in such a gust as will dangerously chill the chicks.

If the house is made 14 feet square or more, a stove may be kept in each room.

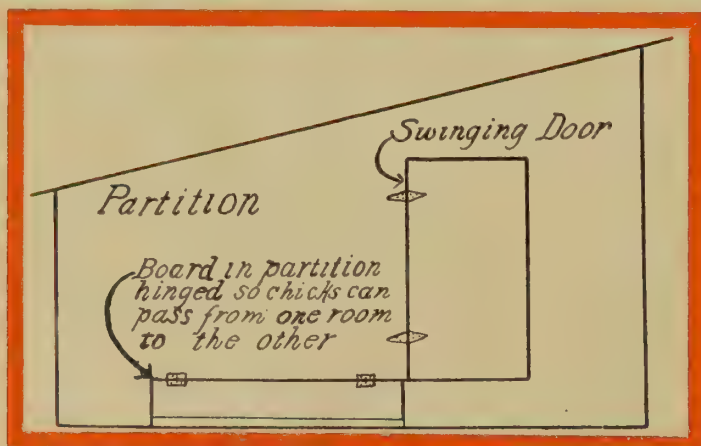


Figure 2

Fig. 2. This shows the partition wall of the two-room brooder house. The door between should be on double-acting hinges, so that it will always come back into position. The hinged board at the floor should be provided with means of fastening it up. This permits the chicks to get away from the heat if they desire. The door should be as long as the space will

permit. If made too short, the chicks may remain in the cool room too long, especially toward evening. If they can't find their way back, they will likely huddle in a corner and become chilled, smothered or trampled.



Figure 3

Fig. 3. The third cut shows a cutaway view of the heated room, and an outside view of the cool room, showing the ventilating system. Notice the boards around the stove. Some recommend confining the chicks to a smaller space at first and enlarging the circle as the chicks grow. It is difficult to improve upon this tried system, and we feel confident that you will be pleased with the results.

Being forced to remain in the constant brooding temperature has a tendency to sap chicks' vitality and prevents their developing into big, sturdy chicks, full of vim, and vigor. Strong, healthy growth is encouraged by permitting the chicks to pass to the cooler exercising room and back to the brooding room whenever their natural instincts dictate. The cooler room, of course, is not so essential in the warm months when outside runs are provided.

New FREE BOOK

How to Make More Profit
From Chick to Laying Hen

There is no branch of agriculture which is more permanent, which is growing faster and where you can make money from a small investment than you can from poultry raising. New positions are open every day and there is a great demand for trained men and women as managers of Poultry Farms, Hatcheries, Feed Businesses, Poultry Equipment, Remedies, Marketing, Flock Inspectors, Cullers, Judges, etc. Over 160,000 successful poultry raisers have obtained positions or who attribute their success to methods furnished by Prof. T. E. Quisenberry. His FREE BOOK, which he will gladly send you without cost and without obligation of any kind, outlines his method—and those of 24 other noted experts—of Getting More Eggs, Saving Feed, Increasing Winter Egg Production, Bringing Pullets Into Laying Weeks Earlier, Culling out Slackers and Non-layers, Building and Remodeling Houses, How to Raise 2 to 2½-lb. Broilers in 8 to 9 Weeks, How to Make More Profit from Chick to Laying Hen, in fact covers every branch of the poultry business. Shows the latest and best methods of increasing, doubling and often trebling poultry profits. A FREE copy will be sent you upon request. Write the American Poultry School, Box SH, Kansas City, Mo.



HOW TO ORDER

Write Plainly, Please. Few people realize how hard it is to read names and addresses, even when written by good penmen. If you will print name and address in full it will guard against any possible error in name or address. For convenience, use the Order Blank and addressed envelope accompanying this book.

Correspondence Usually Useless. Some people write us to ask when we can make a shipment. It may so happen that had they sent the order we could have made shipment immediately, but by the time we wrote them and got their order, the chicks they wanted were sold out temporarily. We can usually fill orders on short notice, as we have a capacity of over one million per month, but we can't always foresee that there will be an unusual run on certain varieties. In such cases we may for a short time be sold out of the variety you want. Even then, the delay likely will not be for long.

When Time is Specified. Your order will be filled in the rotation in which it is received. When you state the exact time you desire shipment made, if we cannot make shipment when you specify, we will return your money at once. If possible, make a second and third choice, which may enable us to fill your order earlier.

How Shipped. Chicks are shipped by parcel post or express prepaid. We do not ship less than 25 chicks in any order. Please do not ask for chicks not listed in this catalog.

Hatching Season is from February 1st to August 1st. Hatching days are Sunday, Monday, Wednesday, and Thursday of each week.

Direct Shipments. Our location at a railroad center gives us fast trains north, south, east, and west, every day. The chicks experience fewer transfers, less handling, exposure, and delay than if we were located in a one-road town. All this should be considered in buying your chicks.

Sending Money. It is always best to send full amount with order, as payment must be made in full before chicks are shipped. Please do not ask us to ship C. O. D. If we cannot fill your order we will refund your money immediately and tell you why. If it is not convenient for you to send the full amount, we will book your order for future delivery upon payment of 25 per cent, balance to be paid on or before the date of shipment. You may remit by Bank Draft, Postoffice Money Order, Express Money Order, Personal Check, or Cash by Registered Mail. Make all checks or money orders payable to SIEB'S HATCHERY, LINCOLN, ILL.

SANITATION AND HEALTH

"Sanitation" includes proper ventilation, water, food, soil, disposal of wastes and disinfection of utensils and premises. These are the fundamental factors of everyday poultry management.

To prevent and control disease it is important that all of these factors receive proper attention. Even where sanitary conditions are ideal, disease germs, worm eggs, coccidia and other parasites may gain entrance and establish themselves. That is when medical treatment from a curative standpoint becomes necessary. Oftentimes the use of medicines and drugs will also help in a preventive way to aid in the general program of sanitation.

VENTILATION. There is nothing more important than fresh, pure air and nothing is cheaper. A poultry house should be ventilated in such a way that it is reasonably dry as well as free from drafts and excessive foul odors. In colder climates one of the best ways to remove foul air is by means of a tube or chimney extending from within a foot of the floor through the roof up to four feet above the highest point. This takes the cold, foul air off the floor. Provisions should be made to allow fresh air to enter near the top of the building either through a tube or an opening between two studdings. Drafty, damp and poorly ventilated buildings are an indirect cause of many poultry ailments.

WATER. Plenty of fresh, pure water should be provided. Drinking fountains protected against straw, droppings, etc., are ideal. Very often the drinking water offers the most practical means of giving medicine to poultry.

FOOD. Well balanced rations containing the correct amount of protein, starches, fats, minerals and vitamins are essential for best health, growth and production. They should contain an adequate supply of lime with the proper balance of phosphorus and plenty of vitamins A and D for growth and development. Fowls in confinement require carefully balanced rations for continued production. For detailed information on best methods of feeding consult a good, reliable local feed dealer.

SOIL. The ideal soil for poultry raising is a sandy loam on a sloping hillside which provides good drainage and offers a poor breeding place for disease germs. Where such soil is not available care should be taken to keep the yards well drained to prevent puddles from forming, by frequent spading, plowing or grading. If at all possible yards should be rotated once a month. The vacant yards should be seeded to a rapidly growing crop. Soil properly plowed and aerated has a great deal of power for self purification. Cinders and coarse gravel are useful around watering places or wherever moisture is unavoidable.

DISPOSAL OF WASTE. On the average farm poultry manure and litter should be hauled to a distance beyond poultry range and spread on the land. If this cannot be done, the manure should be put in pits or barrels where heating and fermentation kill off nearly all disease germs. Dead fowls should be burned. Dry litter and other refuse should also be burned. Almost any kind of stove is suitable as an incinerator. Sick birds seldom recover if left in the flock. Prompt removal always pays.

DISINFECTION. The first step in cleaning a poultry house is to remove and burn all the dirt, dust and filth. Next scrub the house thoroughly with a hot lye solution. Use one pound of lye to every barrel of hot water. After cleaning in this manner disinfect by spraying with Dr. Salsbury's Mite-Death Disinfectant. In extremely cold weather this method may be modified. Do a thorough job by driving the disinfectant into all cracks and crevices. A two or three per cent solution is strong enough.

BABY CHICK MANAGEMENT

Sieb's chicks are healthy when they arrive. They are sturdy and able to resist many adversities both in feeding and in temperature. But they are not fool proof and repeated errors in feeding, incomplete rations, and unwholesome food are sure to cause trouble. Alternate heating and chilling, improper ventilation, crowding so the chicks cannot get fresh air, especially as the brooding quarters become cooled towards morning, are all very injurious to the health of the chicks. With proper management and by following a definite disease prevention program one may expect to avoid practically all the common troubles in chicks.

FEEDING. Let the chicks eat as soon as they want to after arrival. The feed may be put in hoppers and the chicks allowed to eat whenever they wish and all they care for. This method of feeding is much simpler, more economical and otherwise much more satisfactory than giving a little feed several times a day. It prevents the chicks from getting restless before feeding time and keeps them growing without interruption.

Provide about one inch of feeder space per chick. Feeders may vary in length but should be about 2½ inches wide and 2 inches deep. They should have a wire or reel across the top to prevent chicks from scratching out the feed.

WATERING. Provide plenty of clean, fresh water with the chill taken off as it is so essential to the health of the flock. Mason jar fountains are excellent for watering baby chicks and there should be at least one to every 100 chicks. Phen-O-Sal should be put into the drinking water right from the start. Milk is always good if it is properly fed and the utensils are kept clean.

BROODING. An ideal arrangement is a house 10x20 or 10x14 feet equipped with a brooder stove that has a canopy 54 to 60 inches in diameter which will accommodate up to 500 chicks. Place the stove a little to one end of the house. Be sure to avoid crowding.

For the first few days place chicken wire around the hover about 30 inches from the edge. This teaches the chicks the source of heat and keeps them from wandering into cold corners. A plaster board 2½ to 3 feet high placed inside across the doorway keeps the cold air from rushing in on the floor whenever the door is opened.

A thermometer hung from the ceiling about two inches from the floor and four inches from the edge of the canopy should register between 85 and 90 degrees for the first week and may be lowered two degrees each week thereafter. When the entire room is heated the thermometer should be placed about 15 inches from the stove and two inches from the floor.

A dim light at night helps prevent the chicks from crowding. It must be properly protected to guard against danger from fire. A small electric light bulb may be used or a common barn lantern will do.

For light breeds roosts may be provided at the end of the second week by arranging laths on 2x2 inch strips. Fine netting should be used under the roosts to keep the birds away from the droppings. Keep a clean litter on the floor. There are many kinds of good floor coverings. Any material not too coarse that is free from dust and not readily eaten by the chicks is suitable.

Movable houses should be well banked so there will be no drafts under the floor. Cam-Pho-Sal sprayed every night after chicks have settled is a splendid preventive for colds, roup and bronchitis. This helps to freshen the air, kills the disease germs and imparts much needed moisture to the air, all of which hastens maturity and assures a better feather growth.



DISEASES OF BABY CHICKS

There are three fundamental classifications of baby chick troubles which can easily be distinguished with just a little care and study: 1. Troubles of the air passages (nose, mouth, windpipe and lungs); 2. Diseases of the digestive system (intestines, ceca and liver); 3. Nutritional disturbances which are noticed in the bones, tendons and muscles.

BOWEL DISORDERS

The healthy chicks may become sick from improper feeding, faulty management and infections. Signs of a bowel disturbance are yellow or other off colored droppings, pasting up behind, lack of growth and poor development. This condition is very often termed a diarrhea. As a matter of fact, pasting up behind is the result of a constipation rather than a diarrhea. When a chick is pasted up behind the back part of the bowels is nearly always filled with droppings. The bowels have failed to function and only the white secretion from the kidneys has passed on and stuck to the down below the vent causing a pasting up. Coarse feed, improper ventilation, crowding and infections may cause these conditions.

Whenever you notice bowel disturbance be sure to look for complications in the lungs. If they are found, treat the chicks for both lung and bowel troubles.

TREATMENT FOR BOWEL TROUBLE. In treating bowel trouble, chicks may be given a laxative if there is constipation. Treat the entire flock by using two tablets of Phen-O-Sal to every quart of drinking water for four or five days. If improvement is satisfactory in that length of time, the dose may be reduced to one tablet per quart. If home mixed feeds are used it may be advisable to change the mixture so that it is less sticky and less constipating. To prevent the trouble from spreading it is important to get rid of the sick chicks just as soon as they are noticed.

LUNG TROUBLE

There are two common types of respiratory trouble in baby chicks: bronchitis (Flu) and the so-called brooder pneumonia. Bronchitis is recognized by the glassy or bloody phlegm and mucus that forms in the windpipe and down where the windpipe divides into two parts which enter the lungs. Brooder pneumonia is recognized by the congestion in the lungs (dark red to black in color) and yellow, cheesy spots or nodules, varying in size from pin point to pin head or larger.

TREATMENT FOR LUNG TROUBLE. Observe the usual rules of cleanliness, sanitation and disinfection. When chicks begin to gasp for breath increase the heat from the brooder stove. A temperature two to five degrees above normal may be used with safety. Then start spraying the chicks with Cam-Pho-Sal. Use 3 teaspoonfuls of Cam-Pho-Sal to each half pint of hot water and use this quantity for every 400 chicks at each spraying. In severe cases spray every hour for the first day. As the condition begins to improve reduce the spraying to three or four times a day. Cam-Pho-Sal spray is antiseptic in action and soothing to the lungs and air passages. If there is any indication of bowel disturbance use Phen-O-Sal in the drinking water as recommended for bowel trouble in addition to the Cam-Pho-Sal.

PULLORUM DISEASE

This is a contagious and infectious disease of baby chicks and poults, formerly called bacillary white diarrhea (abbreviated B.W.D.) because of the white discharge, pasting up behind, etc.

Pullorum disease is more than a diarrhea. It is a systemic disease that affects the bowels, lungs, liver, kidneys and in fact all organs. Sometimes it may affect the nose to produce colds. Occasionally it also seems to affect the brain, producing nervous symptoms. It is caused by a small germ that can be readily seen under the microscope and studied in the laboratory. The germs are located in the discharges from sick chicks and as they are picked up by other chicks the infection spreads. The spread is chiefly through the droppings of infected chicks. When these droppings come in contact with feed or drinking water the infection is readily carried to the healthy ones. Within 24 to 48 hours after a chick picks up the germs the disease begins to develop and by the third or fourth day the chick is dead.

Chicks affected with B.W.D. make a peculiar, painful type of cheep. They are cold and huddle together for heat. They may die suddenly before they have time to show any symptoms, or they may become thin and short. It seems that the wings become longer than the rest of the body. There may be a pasting up behind. Very often this is due to constipation rather than an actual diarrhea. The chicks may gasp for breath because of inflammation in the lungs. When this disease is found in a large number of chicks at the same time and it seems to be spreading quite rapidly, get busy at once to check the trouble. One should not even wait for a laboratory diagnosis. While waiting for the diagnosis the chicks will die in larger numbers and every day's delay will make it harder to stop the disease.

In opening chicks affected with B.W.D. one or more of the following conditions will be found: Unabsorbed yolks of various sizes; a cheesy substance in the blind sacs that is loose and easily

pushed out; swollen liver, yellow or dark in color; dark lungs, often showing white, cheesy spots. The part of the bowel between the ceca and the vent is often full of droppings, if there is "pasting up."

WHAT TO DO. Since bacillary white diarrhea is an infectious disease, perfect results from treatment cannot be expected. However, the young chicks should not be left to die without an attempt to save those that are not affected.

1. Pick out and remove the sick chicks just as soon as they can be detected.

2. Clean and disinfect the brooder house floor thoroughly with Dr. Salsbury's Mite Death Disinfectant two or three times a day for a few days until the trouble is checked. Keep the chicks in one half of the house while the other half is being sprayed.

3. Use 8 Phen-O-Sal tablets to each gallon of drinking water or milk until the trouble is checked. Then reduce to six tablets to the gallon and continue for a few days longer.

4. The inflammation of the lungs needs treatment at the same time. Use three teaspoonfuls of Cam-Pho-Sal to each one-half pint of hot water and spray the chicks every hour for the first day. This quantity should be sufficient for 400 chicks at each spraying. After the second or third day the number of sprayings may gradually be reduced as the condition shows signs of improvement.

By using Phen-O-Sal and Cam-Pho-Sal the intestines and lungs are treated at the same time and in that way quicker and better results are obtained. If these measures are followed out in detail you should be able to save a high percentage of the chicks.

NUTRITIONAL DISORDERS

Study of diseases that result from faulty feeding has made much progress during the past few years. Only a few years ago rickets was the only disease recognized as being due to faulty feeding. Now there are four diseases in this class.

Nutritional diseases are not as common as the infectious diseases, but one should always be on the lookout for them. They are apt to occur when housing conditions are extremely artificial and the feed is confined to a limited ration.

Professor Bethke of Ohio lists nutritional diseases in four classes.

1. **RICKETS.** True leg weakness. Caused by lack of Vitamin D. Most pronounced when chicks are about four weeks of age. The chicks are squatty and do not like to walk. The bones of the beak and legs are soft and pliable to the touch. Supplying chicks with a good grade of cod liver oil and the proper amount of lime and phosphorus corrects the trouble. One pound of cod liver oil to every hundred pounds of feed is considered the average and proper amount.

2. **SLIPPED TENDONS.** Usually seen in chicks over three or four weeks of age. It is found in males more frequently than in females. It is associated with rapid growth and is especially prevalent where chicks are kept on wire floors. Heavy breeds are more susceptible than light breeds. In this condition the tendon slips over the hock and as a result the chick is unable to stand up. The bones remain firm. The condition is thought to be due to too much phosphorus in the feed and may also be caused by excessive magnesium. The addition of ground oats, rice, bran, etc., to the ration seems to help.

3. **CRAZY CHICK DISEASE.** Most often found in chicks two to four weeks of age. Chicks lie on the side twitching their legs. The cause is not known, but it occurs most commonly under intensive feeding methods. The treatment is difficult. Dry yeast is said to help. Corn and ground alfalfa should be added to the ration.

4. **NUTRITIONAL PARALYSIS.** Chicks over three weeks are affected. They walk with difficulty. The toes are always turned inward but there is no slipping of the tendon. The bones also remain hard. A lack of vitamin G is thought to be the cause. Milk, legumes, beef and pork liver and yeast have been used in correcting the ration.

More than one of these nutritional diseases may occur in the same flock at the same time. When correcting them in chicks we find that we get better results when Phen-O-Sal is used in the drinking water because it aids in the digestion and assimilation of food.

WORM CONTROL IN BABY CHICKS

Many people are surprised when they learn that very young chicks are extremely susceptible to worms and that sometimes the greatest damage is done before the birds are a month old. Only recently has it been realized that it is even more important to prevent chickens from getting worms when they are very young than it is to remove worms from growing and mature birds. In worm prevention keep the chicks away from contaminated ground as much as possible. Try to prevent the feed from becoming contaminated with droppings. The places around the water fountains should be kept dry by using coarse sand, gravel or cinders, especially if the drinking fountains are placed outdoors. In spite of all these precautions worms very often gain entrance into the intestines of the chick and that is why medical treatment with drugs is often used from the very start.



OVER-SIZE



CHICKS



MEDICINES FOR POULTRY

Preparations	Size Packages	Price	Uses
AVI-TONE 100 % Medicine	2 lb. carton	\$.75	Flock treatment for worms, worm preventive and general tonic. For baby chicks and turkeys, growing stock and laying flocks. In powder form.
	5 lb. carton	1.75	
	15 lb. drum	4.75	
	25 lb. drum	7.50	
	50 lb. drum	14.00	
AVI-TABS	100.....\$1.00	400.....\$3.00	Wormer and tonic in tablet form. For flock treatment.
	200.....1.75	1000.....7.00	
KAMALA NICOTINE COMBINATION WORM CAPS	Adult Size Chick Size		Individual treatment for tape and round and pin worms in chickens, turkeys and other fowls. A properly coated tablet that is easy on the birds. For individual treatment against tapeworms only. Used for chickens, turkeys, ducks and geese.
	50.....	\$.75	
	100.....	1.35	
	200.....	2.50	
	500.....	5.00	
	1000.....	9.00	
KAMALA CAPS	Prices and sizes same as Kamala Nicotine Combination Worm Caps listed above.		
NICOTINE CAPS	Adult Size Chick Size		For individual treatment of chickens, turkeys, ducks, geese and pigeons against round worms.
	50.....	\$.50	
	100.....	.90	
	200.....	1.75	
	500.....	3.50	
	1000.....	6.00	
PHEN-O-SAL PRESCRIPTION TABLETS	50.....\$.50	300.....\$ 2.00	Excellent corrective for diarrhea and coccidiosis of chicks, Fowl Typhoid, Fowl Cholera, Enteritis, irritation from worms, blackhead in turkeys, also duck and goose cholera.
	125.....1.00	500.....3.00	
		1000.....5.50	
RAKOS	1 pint bottle	\$ 1.25	Triple acid, antiseptic and astrigent, treatment for coccidiosis in young and old fowls.
	Gallon bottle	6.00	
CAM-PHO-SAL PRESCRIPTION	Small bottle	1.00	For roup, colds, flu, gapes, bronchitis, brooder pneumonia, etc., in fowls of all ages. Pure medicine to be diluted with water.
	Medium bottle	1.50	
	Large bottle	2.50	
STOP-PICK	6 oz. can	.50	A preparation for toe, vent, tail picking, and all forms of cannibalism in poultry.
	16 oz. can	1.00	
PAINT-O-SAL	½ pint	.90	Stained dye for painting windows to prevent cannibalism and pickout.
	1 pint	1.50	
	Quart can	2.50	
MITE DEATH DISINFECTANT	Quart can	1.00	To control mites, and disinfect poultry houses. A powerful germ killer and insect destroyer. For treating litter against coccidiosis dilute with distillate.
	Half gallon can	1.50	
	Gallon can	2.50	
NIC-SAL	½ pint 75c—1 pint	1.25	A nicotine preparation to paint on the roosts for lice.
	1 quart \$2.00—1 gal.	6.00	
LOUSE POWDER	1 lb. sift top can	.40	Very effective for dusting fowls for lice. May also be used in the nests to keep down vermin.
HOG WORM OIL	Quart can	1.80	To kill round worms in hogs, sheep and poultry. A two ounce all metal syringe for administering oil, \$1.20.
	Half gallon can	3.25	
	Gallon can	6.00	
HATCHERY SPRAY	Quart can	2.75	Effective germicide for spraying eggs and incubators. Not poisonous.
	Half gallon can	4.50	
	Gallon can	8.60	
RAT DEATH	4 oz. can	.50	A Red Squill preparation that kills rats and mice only.
FOWL FOX VACCINE Chicken and Pigeon Strains	100 dose pkg. each	1.00	To prevent Chicken Pox by feather follicle or stick method of vaccination.
	500 dose pkg. each	4.00	
INFECTIOUS LARYNGO-TRACHEITIS VACCINE	100 doses	3.00	For permanent immunity against the virus form of bronchitis.
	500 doses	12.50	
	1000 doses	24.00	
MIXED BACTERIN FOWLS	60 doses, 60 c.c.	1.50	A preventive and curative treatment against roup, colds, and related diseases affecting the head of chickens and turkeys. Note that you get one full c.c. per dose.
	120 doses, 2-60 c.c.	2.40	
	250 doses, 250 c.c.	5.00	
	500 doses, 2-250 c.c.	8.00	
	1000 doses, 4-250 c.c.	15.00	
CHOLERA-TYPHOID BACTERIN	60 doses, 60 c.c.	1.50	To vaccinate for Fowl Cholera and Fowl Typhoid in all poultry, both preventive and curative.
	120 doses, 2-60 c.c.	2.40	
	250 doses, 250 c.c.	5.00	
	500 doses, 2-250 c.c.	8.00	
	1000 doses, 4-250 c.c.	15.00	
ANTIGEN	Write for special literature.		Blood or slide test for B.W.D. The Ultra-Rapid Antigen Test.
PULLORIN	Write for special literature.		Wattle method for B.W.D. testing.
TUBERCULIN	40 tests	.75	For T. B. testing. Wattle method.
	200 tests	2.00	
B. W. D. TEST CABINET	Complete equipment		For rapid Antigen test.
SYRINGE Complete with 2 needles	10 c.c.	2.75	Lifetime Bacterin syringe. Pullorin or Tuberculin testing syringe.
	2 c.c.	3.50	

TESTING TUBES — SYRINGE NEEDLES — DISSECTING SETS — OTHER EQUIPMENT — Cod Liver Oil
 —Write for quotations. Garget — Special Bacterin for Garget. Write for special literature. Blood tests for
 abortion — 15 cents each.

SIEB'S HATCHERY, Lincoln, Ill.

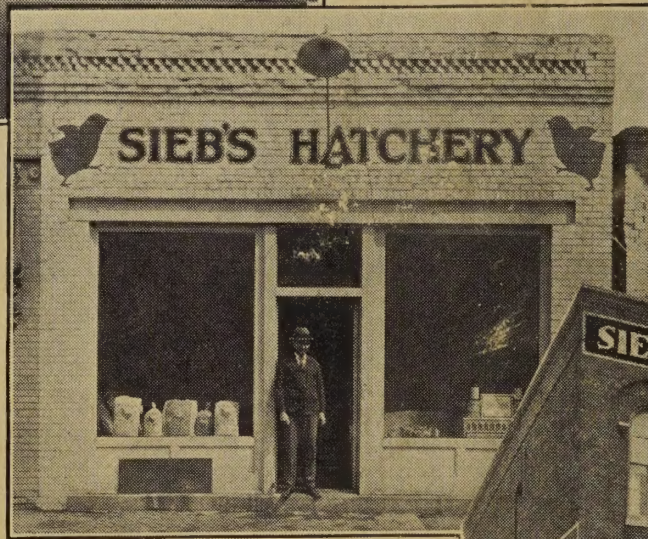
SIEB'S HATCHERY BRANCHES



NEW HOLLAND, ILL.

NOTICE

All mail orders should be sent direct to our Main Office and Plant at Lincoln, Ill.



MT. PULASKI, ILL.

CAPACITY OVER 1,000,000 per Month

With this enormous capacity and our increased facilities this year our customers can be sure of the very quickest and most efficient service. However, we will greatly appreciate the favor if customers will send their orders for booking as early as possible.

These fully equipped branches have been established for the benefit and convenience of poultry raisers living near these points who prefer driving in and picking out their chicks. We carry a full line of poultry supplies, equipment, feed, remedies, etc., at each of our branches.



McLEAN, ILL.

